

*Dear my Business friends and personal Friends!  
May wish you all enjoy Merry Christmas for 2024!  
A Happy New Year 2025!*



*President & CEO, ReGIS Inc.  
Fellow, The Open Group  
Chairman of The Open Group Japan Volunteer Operation  
Representative Chairman and Board of CRM Association, Japan  
Associate Priest, Ryokeiji Temple*

*Yours sincerely,  
Junkyo(Jack)Fujieda*



Thank you very much for The members of ReGIS which was founded April and in 10<sup>th</sup> July, 1996 the First GIS Forum @ Tokyo American Club was organized as a kick off of GIS Forum, inviting many GIS collaborator like Mr. Joi Itoh who helped me almost a year as technical OS Service manager and editor advisor to Junior Summit 44 top selected Junior students of 12~17 years old members from G7 plus countries Singapore/South African and 2 economies, Hong Cong, Taiwan. The most-busy 1 year but enjoyed attractive time.

Japan sent proposed from 8 companies CEOs OR chairmen to appeal at G7 meeting on 1995 March full 1-day joint session with G7 Industry Round table at G7 joint session day fixed to attend G7 amid of the week to negotiate to accept US developed internet Architecture to the world standard.

So, I talked to my boss, the Late Mr. Okawa, Chaiman of Sega Enterprise, he did it like Kabuki. Then got “Standing ovation” by the G7 board, including Later Prime Minister, at that time Minister of Ministry of Economy, Trade and Industry (METI), the late Mr. Ryutaro Hashimoto. Whom we briefed our plan to get his support. This changed the mood turned to redirect from Japan but they are the young stake holders soon, they need to experience. We need to have showed and tell in the worldwide. Let’s computer industry give away PC, network company, and communication lines and have them the voice each 3 minutes. I suggested to listen Customer voice from young generations of the world. Other than USA, at school, user of internet is not so penetrated so we need to let them use at least 6 months to practices kids, 12~17year-old.

Now the late Mr. Isao Okawa became top execution executive, over execution committee, I proposed in Brussel, that in order to negate the EU’s right of veto on USA developed GII (Global Information Infrastructure) and French, Spanish followed EU in 1994 in pre-negotiation session between Goa US VP and EU between. Then, right of veto was spelled.

Thus, Mr. Bill Clinton, the 42nd president of the United States stood up to call G7 top presidents or prime ministers, all to bring 44 industries round table CEOs from G7 countries of table industry CEO/Presidents to come up in Brussels and 3 days of discussions include one day with G7ministers. I was recommended by telecom and METI director general to attend as assisting the Japan team.

So, this totally changed my life to help open standards, not making money-based business consultant but as a visiting university professor to Chuo University graduate school from 1997, 5 years as my volunteer base contribution; no fee base. On to teach “IT venture management. From 2003, once a week I was asked by and Kyoto university, lecturer 10 years and plus 6 years as environment governance board outside committee member, Shinshu management school graduate 10 years, Graduate School of Tokyo Denki University <TDU> 2 years. Using Kyoto University web-based lectures real partner. Video lectures from Kyoto University on follow up, I spent all of my time implement junior summit a year.

Luckily, all ground table companies spent equal contribution and management help. Important fact, we need to realize and need the counter actions. We need to prepare is today of internet are about 45~ 55% fake information is flying through internet, sent by bad, black or darker spam gangs which was not sensed nor imagined well enough at the time Junior summit time.

According to Mr. Jacques Santer, Commission President on 1995, they did not want to accept GII (Global Information Infrastructure) issues on industry round-table team in the world 44 industries global top computer, content, communications, schools, game etc., headed by NTT chairman late Mr. Yamaguchi, my 10 years very trusted personal friend including I go play from my IBM and SEGA chairman CEO, the late Mr. Isao Okawa, my 12 years boss from 1984~1996 March end report published and sent over G7 all telecom executive sand united nation secretary general, the late Mr. Boutros Boutros-Ghali, he wrote me a very thoughtful message after congratulate junior summit end ever after I joined as assigned by G7 GIS Japan round junior summit as secretary general to plan and execute before march and report to G7 and, 1996.

22 junior students boys and 22 girls selected from contests on the paper on one subject from 5 subjects, how you expect the current internet(GII);

- 1) Could do help less wars, more peace
- 2) Better cost telecom
- 3) Global information society

#### 4) Contents and Coverage

#### 5) Availability for Art

12 to 17 years old G7 countries plus South Africa, Taiwan and Singapore we invited all 44 prodigy kids to join giving free operation of 100 pcs and serve donated around the world. The time has past 28 years, I think they did good work. Only 10% of them in the school at that time, not practicing online PC based debates and make a team report making cross the world. More than 100% as today, I still admire the use ware report of young people is still valid strategy as listen to customer voices.

One ashamed thing myself was, I feel brushed if I recall, we did not include any bad side of GIS using internet. If government or company executives should have been in much aggressive critical views oneself, if anything advanced so easy to use, or too carelessly think it is the great advantage for us we trust too easily, it would be used by very ill minded bad guy use purpose. they will beat us if we do not think we will be attacked always, chance to find the way out could happen and received round table summit report draft and refined by each team as we are doing today.

Concluded & sent out to all G7 pm& telecom & economy, G7 Brussel office GIS and un secretary general. And all G7 presidents and all-round table members by remote editions of 5 sub themes opinion papers and final reports draft was done 95% done by virtual net remote edit meeting session at 1995 before November and refining by GIS selected 44 people plus my executive adviser and operation management leader like Mr. Joi Ito and my CSK's staff reviews members announced at G7 Junior Summit.

In response to this, as I said before, the late Mr. Boutros Boutros-Ghali sent a message saying, 'Congratulations, Jack. The strength of the friendship forged by the young people chosen to participate in the Junior Summit over the past year has overcome any force that would destroy it. I hope that you will continue to have that strength.'

## 【TOGAF® Certification】

Since 1996 for version 1.0 29 years, they are active users of TOGAF® from version 8.0 released at 2003 and version 8.1.1 on 2006; version 9 released and all upgrade to version 9 open group members and more shifting from general IT business management consulting requests to more enterprise architectures professional development for EA, which ReGIS is acting professional certifications like in Dec 2024 cumulatively 3,905 Certifications. The number of organizations we ReGIS have trained TOGAF® is a staggering 197 in Japan. We Japan is growing rapidly on TOGAF® as below.

-1 in 2011, Japan was ranked the #44th rank.

-2 in 2017, Japan ranked up to #22<sup>nd</sup> rank.

-3 in 2023, Japan ranked up to up to #11th rank.

Top; #1 TOGAF® certification country was cumulative, has been, UK, and, The Second; #2 was always USA from 2009.

TOGAF® version 9.0 were released and in sequence of how many TOGAF® 9 certifications for foundations and for real practitioner certifications.

## 【The activity of CRM Association Japan】

This 2024 year marked the 21st time that the ‘2024 CRM Best Practice Awards’ have been presented, with 15 groups (14 companies and 1 local government) being awarded.

The awards ceremony was held at Tokyo American Club on 6th Nov 2024, and we were honored to welcome Mr. Toshihiko Shibuya, Deputy Director-General for Information Technology Policy, Ministry of Economy, Trade and Industry (METI), as a guest of honor.

※Please see the following YouTube for the awards ceremony.

<https://youtu.be/E7C6F57vfD4>



## 2024 CRM Best Practice Award

### “2024 CRM Best Practice Awards” (1) 14 companies & 1 organization



Company and Organization Name (Japanese syllabary order/Titles omitted)	Model Name
NTT Communications Corporation	Corporate Business Integration CRM Model
NTT DOCOMO, INC. Information Systems Department	Customer Interest Insights Model
Sabae City Citizen Life Department, Citizen-Led Initiatives Promotion Division	Citizen-Led Regional Revitalization Model
DAIKIN INDUSTRIES, LTD. Service Division	Integrated Contact Channel Basic Model
DHL Japan, Inc.	VOC Collection Channel Expansion Model
TOUMEI CO., LTD.	Model Centered on VOC for Business Development
《Oboshi award》 TRUSCO NAKAYAMA Corporation	MRO Product Immediate Delivery System Model
Central Nippon Expressway Company Limited	Comfortable Use Model Through Planned Road Closures

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### “2024 CRM Best Practice Awards” (2)



Company and Organization Name (Japanese syllabary order/Titles omitted)	Model Name
《Continuance award》 Vision, Inc. CLT	VOC Utilization Dormant Customer Reactivation Model
《Continuance award》 FORUM 8 Co., Ltd.	Bottom-Up CRM Integration Promotion Model
Fujitsu Limited	Global Promotion OneCRM Model
《Continuance award》 Honda Auto Mie	Service Improvement Model Through M&A
MACNICA HOLDINGS, INC.	Customer Portal & CRM Expansion Model
Mizuho Bank, Ltd. Customer Relation Promotion Division	AI-Driven Integrated Contact Center Model
LIXIL Corporation LIXIL Housing Technology Business Incubation Center	Co-Creation D2C Marketing Model

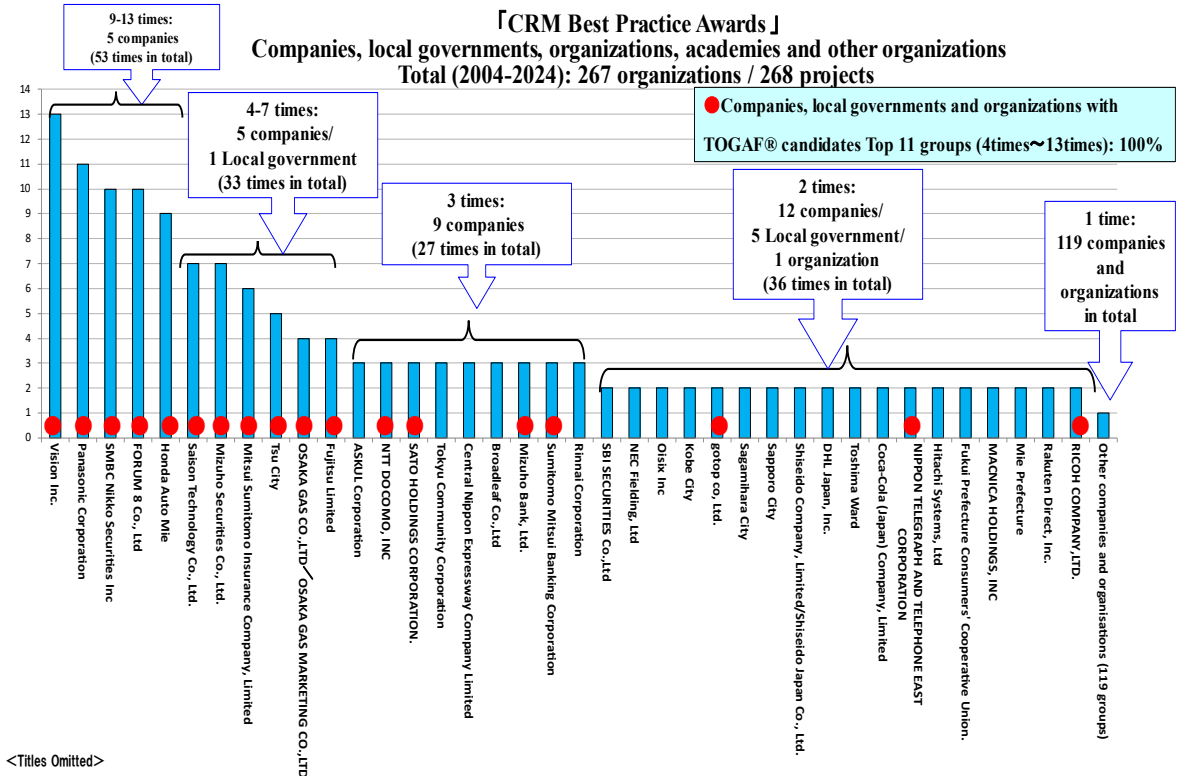
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The representatives of the '2024 CRM Best Practice Award' winners;



From the right side in front:  
Mr. Toshihiko Shibuya, Deputy Director-General for Information Technology Policy, Ministry of Economy, Trade and Industry (METI), Trusco Nakayama Corporation, Toumei Co., Ltd., DHL Japan, Ltd., Daikin Industries, Ltd., Sabae City, NTT DOCOMO, INC., NTT Communications Corporation and Junkyo Fujieda.

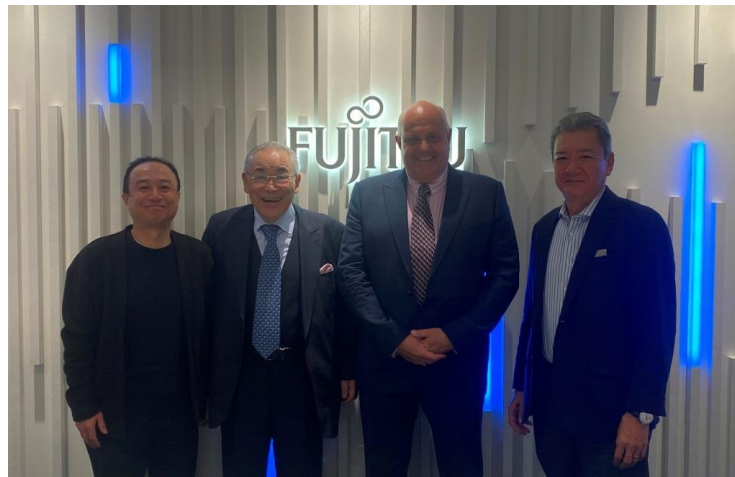
From the left side at the back:  
Shigeki Suzuki, Vice Chairman of CRM Association Japan, Central Nippon Expressway Company Limited, Vision, Inc., FORUM 8 Co., Ltd., Fujitsu Limited, Honda Auto Mie, Macnica Holdings, Inc., Mizuho Bank, Ltd. and LIXIL Corporation.



**【GIS FORUM TOKYO132 Joint Forum】 【Open Summit 2024】  
【CRM Executive Forum Tokyo 2024-2】**

Prior to the GIS FORUM TOKYO132 Joint Forum, we made customer calls to Fujitsu Limited, IBM Japan, Ltd. and NIPPON TELEGRAPH AND TELEPHONE CORPORATION<NTT>, which are members of The Open Group, in conjunction with the visit to Japan of Mr. Steve Nunn and Ms. Patricia Donovan.

We visited Mr. Hidenori Furuta, Non-Executive Chairman, Member of the Board of Fujitsu Limited and Mr. Masateru Awatsu, SVP, Head of Software Open Innovation Business Unit, Global Delivery Business Group of Fujitsu Limited.



<p>From Left: Mr. Masateru Awatsu SVP, Head of Software Open Innovation Business Unit, Global Delivery Business Group of Fujitsu Limited Jack Fujieda</p>	<p>From Right: Mr. Hidenori Furuta, Non-Executive Chairman, Member of the Board of Fujitsu Limited Mr. Steve Nunn</p>
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We also visited Mr. Norishige Morimoto, CTO and VP, Research & Development of IBM Japan, Ltd. We had enjoyed very much his Deep research-based explanation on Quantum Computing current status and current weakness of “Chat General Pre-trained AI” as is today also the key concerns on ethical AI theme.





From Right:  
Mr. Noly Morimoto,  
Ms. Patricia Donovan, Mr. Steve Nunn

In addition, we could meet Mr. Kei Ikeda, Head of Technology Planning, Senior Vice President of NIPPON TELEGRAPH AND TELEPHONE CORPORATION<NTT>, and Mr. Yasuhiro Yamada, Deputy General Manager, IT Office, Technology Planning Division, NIPPON TELEGRAPH AND TELEPHONE CORPORATION<NTT>, too.



From Right:  
Mr. Kei Ikeda,  
Senior Vice President of NTT

We performed very much successfully The Open summit Part 1 from 13:00 to 17:00 and Part 2 from 17:15 to 19:15 on Tuesday, 10th December. CRM Association Japan and world, thank you very much of the participants and the presenters at the annual summits by all 3 forums assembly 【#132th GIS Tokyo Forum】 collaboration with The Open Group at Tokyo American club on Dec 10th, 2024 inviting Mr. Steve Nunn, President & CEO of The Open Group and Ms. Patricia Donovan, Chief Marketing Officer of The Open Group.

Please check the details. <https://www.re-gis.com/gis/132-e.html>

Looking back on the Forum, we were very lucky to get executives visits speakers.

At first, Ms. Megumi Shimazu, Corporate Executive Officer, Corporate Vice President, COO (in charge of Service Delivery) of Fujitsu gave a speech as the opening speaker at the American Club.

We also received opening speeches from Mr. Kazuya Hirota, Vice President, Head of IT Strategy Office, Technology Planning Department, NIPPON TELEGRAPH AND TELEPHONE CORPORATION(NTT) and Mr. Atsushi Mito, Senior Vice President Product Specialization, Salesforce Japan Co., Ltd.



Ms. Megumi Shimazu  
Corporate Executive Officer,  
Corporate Vice President,  
COO (in charge of Service  
Delivery) of Fujitsu Limited

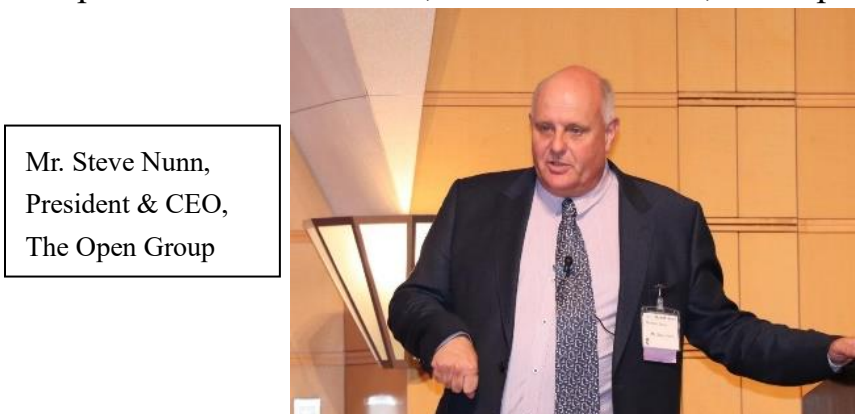


Mr. Kazuya Hirota,  
Vice President, Head of IT  
Strategy Office, NTT



Mr. Atsushi Mito,  
Senior Vice President,  
Salesforce Japan

This was followed by a useful report on the latest situation at The Open Group from Mr. Steve Nunn, President & CEO, The Open Group.



Mr. Steve Nunn,  
President & CEO,  
The Open Group





Jack Fujieda,  
President & CEO, ReGIS

Then, it was followed by talks from Mr. Ken Komazawa, Vice President, Platform Services Department, Network & Cloud Division, NTT COMWARE CORPORATION, and Mr. Junichi Sawada, Senior Director, Tech Standardize Business Unit, Global Delivery Business Group, Fujitsu Limited, gave a lecture.



Mr. Ken Komazawa



Mr. Junichi Sawada

Mr. Keigo Ando, Executive Officer, MACNICA HOLDINGS, INC., CRM Best Practice Awards winner in 2024, gave a wonderful lecture on the case study 'The Challenge of Improving Customer Value through the Customer Portal and CRM Expansion Model'.



Mr. Keigo Ando





This was followed by a lecture on the ‘O-DA 2.0.1 Project’, which we are focusing on, by Mr. Kyoichi Matsuzawa, Customer Enterprise Architect, Client Technology Strategy Division, Kyndryl Japan KK. and Mr. Hirobumi Kawamura, Director, Rococo Co., Ltd.



Mr. Kyoichi Matsuzawa



Mr. Hirobumi Kawamura

At the end of the first part, Dr. Michihiko Minoh, Leader, Guardian Robot Project and Research Strategy Advisor, RIKEN. Professor, vice president of the Kyoto College of Graduate Studies for Informatics, gave a very interesting lecture on A Robot architecture to make people feel human mind.



Dr. Michihiko Minoh



MC; Mr. Kiichi Kawano,  
Advisor, ReGIS Inc.

We were very happy to be able to finish the first part of the event, which included very stimulating and wonderful lectures from a wide range of fields, to a great success.

In the second part, we held a slightly early Christmas party, led by Mr. Yasuhiro Yamada, Deputy General Manager, IT Office, Technology Planning Division, NIPPON TELEGRAPH AND TELEPHONE CORPORATION (NTT), and Mr. Takuya Inoue, Head of Group IT Strategy Division, IT Strategy Department, NTT IT Strategy Division, NTT COMWARE CORPORATION.



From Left:

- Mr. Yasuhiro Yamada, Deputy General Manager, IT Office, Technology Planning Division, NTT
- Mr. Ken Komazawa, Vice President,  
Platform Services Department, Network & Cloud Division, NTT COMWARE CORPORATION
- Mr. Takuya Inoue, Head of Group IT Strategy Division, IT Strategy Department,  
NTT IT Strategy Division, NTT COMWARE CORPORATION.

Mr. Nobuo Kita, President and Chief Executive Officer, SIOS Corporation, and Mr. Kazuhiko Hasegawa, President and Representative Director, Rococo Co., Ltd. gave a speech that was perfect for the start of the second part of the event.



Mr. Nobuo Kita



Mr. Kazuhiko Hasegawa



We all raised a toast with Mr. Steve Nunn, President & CEO, The Open Group and Ms. Patricia Donovan, Chief Marketing Officer, The Open Group.



Mr. Steve Nunn,  
Ms. Patricia Donovan

We had a very lively time playing Lottery with the goods provided by each company and our own Dodger's goods and other luxurious prizes.



From Left: MC  
Mr. Yasuhiro Yamada, Mr. Takuya Inoue



Changing into Santa Claus!!!



From Right: Ryo Hoshino, NTT DATA  
Ms. Michiyo Yamada, American Club



Right: Rieko Koshio  
Keio University



Mr. Kazuya Hirota, NTT



Mr. Kyoichi Matsuzawa



Mr. Koji Ono, NEC



Mr. Kazuhiko Hasegawa, ROCOCO



Ms. Michiyo Yoshihara,  
ROCOCO



From Right:  
Mr. Junichi Sawada, Fujitsu  
Jack, Ms. Kyoko Minoh



Ms. Hiroko Hayashi  
Asahi Techneion



Mr. Hirobumi Kawamura



Ms. Amika Naganeo, SIOS



Ms. Sayaka Chiba, ROCOCO



We also had a speech from Mr. Tomoyuki Uchida. We are very grateful that we were all able to spend such a wonderful time together.



Mr. Tomoyuki Uchida



From Left front:

Ms. Azusa Kawahara, Ms. Patricia Donovan, Jack, Mr. Ken Komazawa,  
Mr. Steve Nunn, Ms. Ritsuko Ono,

From Right back:

Dr. Michihiko Minoh, Ms. Kyoko Minoh, Ms. Rieko Koshio,  
Mr. Takuya Inoue, Mr. Ryo Hoshino, Mr. Yudai Maeyama,

When we look back, Global, Open, Standard ReGIS Forum Spirits were declared and natured since 1996, July #1 GIS Forum became a foundation of Research Environment for Global Information Society (ReGIS Inc.) and ReGIS Inc., became The Open Group Gold Members since 1998 and we added NPO based CRM-A (Study Association) announced Best Practice Awards since 2004, we stare Collaboration using TOGAF as a frame work to design Best Practices if on CRM, if Customer designated CRM Country

Management position.

Annual Open Summit F2F forums, 1~2 visits per year, of president of the Open group visit to Japan, we open The Open Summit in Japan. We had 2 decades non-stop events hearing full update of our progress in the world by our The Open Group presidents and Japan progress by me, has been the energy of Japan growth of all architects who wants to study the annual changes of the open standards.

Due to Covid, we changed to Webex based conferences for three years. In addition, although the event had to be cancelled in winter 2023 due to my health, it was able to be held in 2024 on a grand scale.

This was made possible thanks to the cooperation of everyone involved.

Specially thank you to Mr. Steve Nunn, President & CEO, The Open Group and Ms. Patricia Donovan, Chief Marketing Officer, for coming to Japan including customer visits.

Also thank you to everyone who gave speeches and lectures at the Forum. I would also like to express my sincere gratitude to all our members, everyone involved, and my ReGIS. Staff for your contribution.

*End*

*President & CEO, Regi's Inc.  
Fellow, The Open Group  
Chairman of The Open Group Japan Volunteer Operation  
Representative Chairman and Board of CRM Association, Japan  
Associate Priest, Ryokeiji Temple*

*Yours sincerely,*

*Junkyo(Jack)Fujieda*



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